

INSIDE VIRGINIA

WFS OFFERS GUIDE TO EMPLOYEE RETENTION

Employee turnover is much more costly than most business owners realize. When all related costs are taken into account, current research places the cost of recruiting and training a new employee at 90-150% of the former employee's salary. It is for this reason most businesses need a good retention program that focuses on "growing the business" and not "replacing former employees."

DBA's Workforce Services division realizes the difficulty many businesses have when it comes to employee retention and has therefore created *Retention Strategies: A Guide to Finding and Keeping Top Performers*. This guide helps companies recognize the impact of attrition and understanding possible retention strategies. To receive an electronic copy of the *Retention Strategies* guide, email wfs@dba.virginia.gov.

VIRGINIA EARNS STRAIGHT 'A' REPORT CARD FOR RESPONSIBLE FISCAL MANAGEMENT

by Gov. Mark R. Warner

The choices we make in good times say just as much about us as the choices we make in bad times.

That has never been more true as Virginia's economy continues to expand and we enjoy a period of exceptional revenues.

I recently had the pleasure of announcing that Virginia received straight A's after a year-long evaluation by academic experts and journalists with the nonpartisan Government Performance Project, coordinated by the Pew Charitable Trusts and Governing Magazine. In

VCU HOSTS BUYER - SUPPLIER WORKSHOP

The Virginia Commonwealth University Office of Procurement, in conjunction with DBA, recently hosted a procurement workshop designed to educate Virginia's small, women and minority-owned businesses about new opportunities to sell goods and services to the Commonwealth of Virginia. The half-day workshop with 200 attendees was part of a series of workshops administered through DBA and partnering localities and agencies around the state.

The purpose of these workshops is to educate businesses about the Virginia procurement process, small, woman and minority-owned business certification in



Virginia, methods for contacting state government buyers, eVA registration and catalogs, business assistance and counseling services. Businesses also have the opportunity to network with purchasing officers from several state and local agencies.

DBA continues to team up with organizations around the state in an effort to help businesses understand the state government purchasing process and access contracting opportunities in their market. For more information about how to host a workshop in your area, or to register for an upcoming workshop, call Deborah Hudson at (804) 371-8258 or e-mail deborah.hudson@dba.virginia.gov.



fact, these independent experts concluded that Virginia was the best managed state in the nation in 2004.

Together, the General Assembly and my administration dealt with \$6 billion in budget shortfalls inherited from fiscally irresponsible decisions of the past. After enacting cuts in every area of state spending except K-12 public education, and implementing sweeping government reforms, the Commonwealth still faced a long-term budget crisis.

During last year's marathon General Assembly session, we
Gov. Mark R. Warner cont'd

BUSINESS APPRECIATION WEEK SET FOR MAY 15-21

Business leaders around the Commonwealth will join Governor Mark R. Warner in celebrating Business Appreciation Week - scheduled for May 15th - 21st, 2005. Each year DBA coordinates Business Appreciation Week in an effort to acknowledge the hard work and integrity of Virginia Businesses.

This year's theme, "Planting Opportunity, Harvesting Success," was chosen to recognize a new era of commerce and thank Virginia businesses for enriching the landscape of our great Commonwealth.

For more information on Business Appreciation Week and a listing of statewide events, visit www.dba.virginia.gov.

BUSINESS APPRECIATION WEEK
PLANTING OPPORTUNITY - HARVESTING SUCCESS



INSIDE VIRGINIA
is an informational
e-publication intended
to provide Virginia
businesses with a
competitive advantage.
Brought to you by the



THIS ISSUE:

- Guide To Employee Retention
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**PLANTING OPPORTUNITY
HARVESTING SUCCESS**

EDCORNER

VSBA APPROVES LOAN TO ASSIST WITH CREATION OF SEVERAL HUNDRED NEW JOBS IN VIRGINIA'S SOUTHEAST.

The Virginia Small Business Financing

Authority (VSBFA) recently approved \$499,400 to the Town of Saltville through the Virginia Economic Development Loan Fund (EDLF) to refurbish an existing building and buy equipment that will be leased to Global Contact Services (GCS). GCS will use the space as a call center and plans to fill 300 new jobs within 30 months. In 2004, GCS opened a call center in Pulaski, with the assistance of a VSBFA loan, where they currently employ nearly 150.

The Economic Development Loan Fund is designed to fill the financing gap between private debt financing and private equity. Funds are provided for fixed asset financing to new and expanding industries creating new jobs or saving "at risk" jobs in Virginia. For more information about the EDLF or other programs administered by the VSBFA, visit www.dba.virginia.gov.

DBA WELCOMES NEW TEAM MEMBER -

Keith Williams is DBA's new Electronic Media Editor. Keith will be responsible for the production of training videos, cd's and dvd's created through the Workforce Services division. Keith has vast experience in video production and art direction. Before joining DBA, Keith was the art director for Create Studios.



TORAY PLASTICS (AMERICA), INC. RECEIVES "STAR" DESIGNATION UNDER DOLI VOLUNTARY PROTECTION PROGRAM



Toray Plastics (America), Inc., a leading manufacturer of polyester and polypropylene films with a facility in Front Royal, Virginia, was recently approved as a Star Worksite under Virginia's Occupational Safety and Health (VOSH) Voluntary Protection Program (VPP), the program's highest level of recognition. The facility was honored with a Certificate of Recognition issued by Governor Mark R. Warner.

The Virginia Department of Labor and Industry administers the VPP - one of two voluntary protection programs. Under the VPP, business leaders agree to operate an effective program that meets a rigorous set of occupational safety and health criteria. Before any Virginia business gains VPP recognition, VOSH thoroughly reviews safety and health measures and program procedures established by the company to ensure they meet the required criteria.

VPP includes two levels of participation - Merit and Star - with Star being the highest. Similar voluntary protection programs are conducted in other states across the country. Toray Plastics is one of 32 Virginia companies that have accepted the challenge of attaining such an outstanding achievement in safety and health.

Additional information can be obtained by contacting the Department of Labor and Industry office closest to you or by calling Jennifer Wester, Director of Cooperative Programs, at (804) 786-6359.

Gov. Mark R. Warner cont'd

made some tough decisions and ultimately enacted a bipartisan tax reform package that stabilized the Commonwealth's revenues over the long-term. And the results speak for themselves.

Virginia was one of only two states to receive an overall A-minus rating from the Government Performance Project, and Virginia was the only state to receive A's across the board.

The report stated, "There is little that Virginia does not do well in government management. That's been true for a while. But it keeps looking for improvements, and very often finds them."

This is a compliment we share with members of the General Assembly, who have time and again worked with us to do the right thing. This also is a testament to thousands of state employees who prove that working in state government is a proud career.

The report has a lot of good news for Virginia businesses as well. Transportation and education are essential elements to a strong state economy, and the Government Performance Project praised the Commonwealth's investment in education and our continued improvements at VDOT. They also hailed our creation of the bipartisan Council on Virginia's Future, which includes representatives from government and industry, and which takes a long-

range view of state spending obligations.

But these rankings don't mean we're done. We continue to look for cost-saving reforms in many areas of state government, including:

- Financial management;
- Management of the state vehicle fleet;
- Continuity of government services in time of emergency;
- Consolidation of mail services;
- Reforms to the capital outlay process to eliminate unnecessary duplication and delay in building and maintenance;
- And a plan to achieve a 25%-30% increase in the use of administrative dispute resolution processes to reduce legal costs.

The report recognizes our administration's "executive agreements," where each agency director meets with me individually and we work together to develop written performance goals.

The Government Performance Project also cites our Internet-based procurement system called eVA as a valuable tool for state government, stating that our system of electronic procurement is "among the most highly-developed of any state."

This report puts Virginia at the head of the class. And that is fantastic news for our citizens - both in how they receive services, and in getting the most for their taxpayer dollar.

CALENDAR

05.02 to 05.04.05

Virginia Minority Supplier Development Council's Virginia Business Opportunity Fair

05.15 to 05.21.05

Business Appreciation Week

06.07 to 06.08.05

2005 VBIA Annual Conference

06.22.05

"Selling to the Commonwealth" Virginia Economic Development Seminar

Visit www.dba.virginia.gov for more details and other events.

ASK VBIC

Where can I find information on business tax credits available in Virginia?

The Virginia Department of Taxation has a list of business tax credits available here: www.tax.virginia.gov/site.cfm?alias=bus-forms&selOtherForm=Business%20Credits.

Additionally, there is the Recycling Machinery and Equipment State Tax Credit program administered the Department of Environmental Quality: www.deq.virginia.gov/waste/rtaxinc.html.

I'm writing my business plan. Where can I get demographic information on my target market?

The DBA website offers an excellent resource for obtaining demographic and other statistical information that is critical to an effective business plan. It's called "Targeting Your Market": www.dba.virginia.gov/virginia/research/.

This tool describes the major categories of information, including industry profiles, demographic information, and market and product information. It provides links to the major databases accessible to entrepreneurs and tips on how to use them.

How do I set up an apprenticeship program to help me train workers for my business?

The Virginia Department of Labor and Industry (DOLI) administers the state apprenticeship program for more than 300 occupations. Approximately 2,000 Virginia employers use the apprenticeship program. To learn how apprenticeship works, contact your local DOLI apprenticeship representative: www.doli.state.va.us/whatwedo/apprenticeship/representatives.html.

VIRGINIA BUSINESS INFORMATION CENTER

(804) 371-0438 OR (866) 248-8814 toll free

vbic@dba.virginia.gov

ARE YOU IN THE DARK ABOUT YOUR NEXT BUSINESS MOVE?

THEN LET US SHED SOME LIGHT!

We are the Virginia Department of Business Assistance and our business is your success! DBA serves as the business community's voice, partner and representative to state government. We are your link to countless resources throughout the Commonwealth and beyond. We can help your business by:

Obtaining Capital, Workforce Recruiting & Training for eligible businesses

Serving as a Resource for Business Information & Assistance

Networking & Knowledge through DBA Events

For more information on these services or general business questions contact our:

VIRGINIA BUSINESS INFORMATION CENTER at
804-371-0438 | 1-866-248-8814 toll free | VBIC@DBA.VIRGINIA.GOV

VBIA CONFERENCE SCHEDULED FOR JUNE

The Virginia Business Incubator Association Annual Conference, "Mingling in the Mountains, Curvy Path to Success" is scheduled for June 7-8, 2005 at the Mountain Lake Hotel and Resort in Pembroke, Virginia.

This conference is designed for local and regional economic developers, chamber of commerce officials, business assistance providers, local administrators and planning officials as well as members of the community interested in business development programs.

For more information about this conference, please visit www.vbia.org/html/events.html.

ACCESS, CARTER MEDIA RECOGNIZED WITH WESTERN VIRGINIA ADDY AWARDS

Access, an advertising, interactive and public relations agency with offices in Roanoke and Lynchburg, was recently awarded 17 Gold and Silver ADDY Awards from the regional American Advertising Federation of Western Virginia - recognizing their creativity in advertising. Access took home two of the show's top prizes including the Best in Show Award and the very first Mosaic ADDY - a unique new honor for work that promotes diversity and multiculturalism.



access

Access has earned more than 150 awards over the years for creative excellence. Recent awards were for advertisements created to promote the refurbishment of Total Action Against Poverty's Dumas Center Project - an older hotel in Roanoke that is being renovated for use as a community arts and culture facility. Access co-founder Tony Pearman was also honored as Advertising Person of the Year.

In addition, Access won awards for work produced on behalf of Roanoke College, Foodies, The Roanoke Dazzle, Motion Adrenaline, Cox Communications, the Roanoke Valley YMCA, and Washington & Lee Law School. Access was a tenant at the New Century Venture Center, a small business incubator in Roanoke, from 1996 through 1999 and continues to work with the Center in a number of ways. To learn more about Access visit www.accessthewebsite.com.



In other awards news, current New Century Venture Center tenant Carter Media, a company specializing in digital and traditional media for marketing, sales, events, training and entertainment, received a gold ADDY recognizing their work on a 20-minute long-form video for the Jefferson Center Foundation's production of Jefferson High School: "Fifty Magical Years." The Jefferson Center Foundation is a non-profit foundation that supports the historic Jefferson Center in Roanoke. Information on Carter Media can be found by visiting www.cartermedia.tv.

PARTNERING CORNER

DBA works hand-in-hand with the Virginia State Corporation Commission (SCC) - often referring businesses that wish to incorporate or file an LLC. The SCC also administers Certificates of Good Standing for those who are moving or expanding their business in Virginia, and can assist you in finding out if a corporation or LLC is registered in Virginia. The SCC acts as one of Virginia's primary regulatory agencies, with oversight of varied business and economic interests throughout the Commonwealth. For more information, contact the SCC by calling toll free (Virginia only) 1-800-552-7945 or by visiting www.scc.virginia.gov.